

## CALENDAR OF EVENTS

### STATEWIDE

*October 28 – November 7*

#### **Hawaii International Film Festival**

A showcase of acclaimed contemporary films from Asia, the Pacific and beyond.

808-528-3456

### KAUAI

*October 2 & 3*

#### **Kaua'i Coconut Festival**

Features live entertainment, local and exotic food, coconut pie-eating and recipe contests, keiki activities and craft booths.

808-639-8080

*October 9*

#### **Eo E Emalani I Alakai**

An annual tribute to the leadership and lifework of Queen Emma Naea Rooke. The free event commemorates the spontaneous journey she made in 1871 to the upland forests of Kauai. Features live Hawaiian music, hula, Hawaiian crafts, exhibits and more.

808-335-9975

*October 9*

#### **Matsuri Kauai 2004**

Celebrates Japanese culture and arts with demonstrations, exhibits and entertainment at the Kauai War Memorial Convention Hall.

808-332-7466

*October 9 & 10*

#### **6th Annual Powwow**

The Powwow features Native American and Native Hawaiian performances, dances, art, crafts and food throughout the day at Kapaa Beach Park.

808-335-5427

*October 15*

#### **Hawaiiana Festival**

Held at the Hyatt Regency Kauai, this event presents Hawaiian protocol, native crafters, education and information, culminating with authentic Hawaiian lunch and entertainment.

808-742-1234

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## Hawaii Tourism Conference

More than 350 people attended HTA's 2004 Hawaii Tourism Conference, September 13-14, 2004, to hear industry experts present research findings, ideas, and trends related to tourism. The impressive list of speakers



included Michael Londregan, vice president Americas, Australia Tourist Commission; Phil Goodman, expert on generational marketing; David Liu, chief executive officer, The Knot.com; and Harry Kassap, administrator, market development, Las Vegas McCarran International Airport. Local dignitaries also participated in the conference including Honolulu Mayor Jeremy Harris and Representative Jerry Chang. Governor Linda Lingle presented the closing remarks. To view the presentations featured at the Hawaii Tourism Conference, go to [www.hawaii.gov/tourism](http://www.hawaii.gov/tourism).

Ramsay Taum of the Native Hawaiian Hospitality Association spoke about the Hawaiian Sense of Place.

## HTA's Marketing Partners Present 2005 Plan

Each of HTA's marketing partners provided an update on their 2004 marketing activities and presented the plans for 2005 at the Hawaii Tourism Conference on September 14, 2004. The plans were also presented on Kauai, Maui and the Big Island. To view the presen-

tations by the Hawaii Visitors & Convention Bureau (HVCB), Hawaii Tourism Japan (HTJ), Hawaii Tourism Europe (HTE), Hawaii Tourism Asia (HTAsia), Hawaii Tourism Oceania (HTO) and SMG for the Hawaii Convention Center (HCC), visit [www.hawaii.gov/tourism](http://www.hawaii.gov/tourism).



## CALENDAR OF EVENTS

October 30

### Kauai Taro Festival

Celebrates one of Kauai's most important agricultural crops with a Hawaiian-style Hoolaulea featuring food, music, crafts and educational displays.

808-823-9287

### OAHU

October 9-10

#### Sunset on the Beach

Enjoy live entertainment, food from Oahu's leading restaurants and a movie on the beach at Waikiki's Queen's Surf Beach. The featured films are "Mean Girls" on Saturday and "Walking Tall" on Sunday.

808-523-CITY

October 28 – November 10

#### Xcel Pro Surf Contest

This 21st annual event in Haleiwa kicks off the winter surf season on the North Shore and presents 140 of the world's best surfers.

808-637-6239

### HAWAII

October 16

#### Ironman Triathlon World Championship

The world's top triathletes compete for the title as top man and top woman in the famous endurance event that includes a two-mile ocean swim, 112-mile bike race, and 26-mile run in Kailua-Kona.

808-329-0063

*NOTE: Please contact event organizers as events are subject to change. These events are supported by HTA through its Product Enrichment, Major Festivals and Sporting Events Programs. HTA supports activities that enhance the visitor experience, retain our residents' quality of life, generate awareness of the Hawaii brand through national and international media exposure, and attract visitors to Hawaii as participants and spectators.*

### HAWAII TOURISM AUTHORITY

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Honolulu, Hawaii 96815

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Fax 808-973-2253

[www.hawaii.gov/tourism](http://www.hawaii.gov/tourism)

## HTA to Launch Visitor Industry Ad Campaign

One of HTA's mandates is to educate and inform the public about tourism. Additionally, within the newly drafted Hawaii Tourism Strategic Plan: 2005-2015 is a communications and outreach initiative that identifies HTA as a lead entity. To fulfill the mandate and carry out this initiative, the HTA has been working on expanding its existing communications program which currently includes press releases, email bulletins, speeches and stakeholder meetings (public and focus groups).

An important piece of this enhanced program includes the development of a visitor industry ad campaign that is designed to increase residents' knowledge and understanding of tourism issues. The campaign which is currently under development is expected to begin in 2005.



The Kokee Trail Improvement Project is one of several HTA-supported programs that will be featured in the ad campaign.

## Visitors and Residents Enjoy Aloha Festivals

Aloha Festivals, Hawaii's largest cultural celebration, kicked off on September 9 with a six-week, six-island schedule of colorful events that showcase the culture, heritage, music and people of Hawaii. From the royal court investitures to the pomp and pageantry of its parades, Aloha Festivals offers a host of events on every island. Thousands of visitors and residents come together every year for the free Hoolaulea (block parties) that feature local crafters, entertainment and food. Most of the islands also hold a parade. Oahu's Aloha Festivals

Floral Parade featured a cascade of floral floats, pau riders, hula halau and marching bands who shared their aloha with thousands of spectators.



Aloha Festivals  
Floral Parade in  
Honolulu



## HTA's Major Festivals Program

Through HTA's Major Festivals Program, HTA is providing support to activities, events and opportunities that represent the heritage and values of Hawaii's community while adding value to the visitors' experience. Major festivals provide these experiences while also supporting HTA's overall goal of focusing on visitor industry expenditures and contributing to the average length of stay.

For 2004, the HTA is supporting eight major festivals throughout the State with a total of \$1.3 million. In addition, the HTA is conducting a survey of these festivals to better understand their impact on visitors, residents, the visitor industry and Hawaii's economy.

### OUT & ABOUT

*In an effort to keep Hawaii top-of-mind throughout the world, following is a calendar of major tradeshows/events featuring Hawaii.*

October 5 & 7

**Apple Vacations Wintersun Trade Shows**  
Colorado Springs, Denver, CO

October 11-13

**MLT U Product Launch**  
St. Paul, MN

October 14

**MLT Hawaii Day**  
Minot, ND

October 17-20

**AMEX National Conference**  
Palm Springs, CA

October 19, 25, 26

**Delta Vacations VIP Dinners**  
Boston, Cincinnati, Atlanta

October 21-23

**Classic Marketing Partners, Fairmont Orchid**  
Big Island

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## Marketing Highlights

### Hawaii Visitors & Convention Bureau (HVCB)

#### Hawaii is Cookin' for Planners

HVCB, its Island Chapters, and the Hawaii Convention Center were joined by 16 travel partners at the American Society of Association Executives in Minneapolis from August 14-17. Hawaii's unique traits were showcased in a themed exhibit pavilion highlighting the beauty, culture, diverse meetings infrastructure and range of pre- and post-meeting activities found statewide. More than 7,000 association executives attended and had the opportunity to take advantage of the "Hot Dates, Hot Rates" special promotions offered to entice bookings during Hawaii's off-peak travel periods.



Les Enderton, Oahu Visitors Bureau; George Applegate, Big Island Visitors Bureau; Frank Haas, HTA; Edie Hafdahl, Kauai Visitors Bureau; Mike Murray, Hawaii Visitors & Convention Bureau

### Hawaii Tourism Japan (HTJ)

#### Hawaii Featured in Top Japanese Travel Site

Last month, Infoseek, one of the leading search engines in Japan, launched "Hawaii, My Favorite Tropical Paradise" on its travel site, <http://travel.www.infoseek.co.jp>. Based on the concept of 6 islands, 6 surprises, HTJ provided information on beaches, hotels, spas, as well as Hawaii's unique culture. Jake Shimabukuro also appears in one of the special interviews and talks about his favorite scenic spots on the islands, music and restaurants.

### Hawaii Tourism Oceania (HTO)

#### Dates announced for Aloha Down Under 2005

In response to the positive feedback and overall success of this year's Aloha Down Under, May 30 to June 2 dates have been secured for the event in 2005. Aloha Down Under is a dedicated Hawaii training event, which includes retail/wholesale training workshops, media events and a wholesale/product managers trade show. For information about participation, email Gemma O'Brien at [gobrien@hawaiiitourism.com.au](mailto:gobrien@hawaiiitourism.com.au).

# Marketing Highlights

## Hawaii Tourism Europe (HTE)

### Popular Brewery Promotes Hawaii

A promotional campaign with Daniel Thwaites Brewery kicks off this month with extensive press and publicity and an anticipated reach of at least 2.5 million people. The campaign, which has a Hawaiian theme, is endorsed by a popular UK celebrity, David Dickinson. Promotional material will be present in 300 David Thwaites Brewery outlets. The campaign will run over a four-week period with the culmination being a Hawaiian party night in each outlet.

Left: Hawaii is showcased during Daniel Thwaites Brewery promotion.



Right: Polynesian Festival attracts thousands to theme park in Taiwan.

## Hawaii Tourism Asia (HTAsia)

### Bada Forest Theme Park in Southern Taiwan Holds Polynesian Festival

A two-month long Polynesian Festival was held at Bada Forest Theme Park in Pin-Tung County from July 1 to August 31. Seven Polynesian cultural areas were featured in the park including one from Polynesian Cultural Center from Oahu. Hawaii Tourism Taiwan (HTT) provided décor and promotional materials. The Park provided lei-making classes and other activities including an "Aloha Night" each Friday night, which attracted more than 20,000 visitors during the two months of the Festival.



## OUT & ABOUT

October 21-24

**2004 WESTA Owners & Managers Seminars**

Sun River, OR

October 24-27

**AAA National Conference**

Naples, FL

October 26-29

**SunTrips 2005 Product Launch**

Santa Clara, San Francisco, Concord, Santa Rosa, Sacramento, CA

October 28-31

**GIANTS International Conference**

Vancouver, BC

October 28-31

**Carlson Wagonlit National Meeting**

Houston, TX

## Hawaii Convention Center (HCC)

### HCC Blitzes Key Media Cities

The HCC team participated in two major media blitzes hitting the most important meetings and trade industry media in Los Angeles and San Francisco in May, followed by Newark, New York and Boston in July. To date, five national media placements, reaching a total audience of over 116,500 national corporate and association planners, incentive travel executives, convention planners, and public assembly facility management and suppliers, have resulted from the blitzes. Instrumental to the meetings was "The Hawaii Advantage," a sophisticated new collateral package, which promotes Hawaii as a world-class meetings and conventions destination.

